

Rep Order# 6809912 Ver# 1 Mod# 0 Status Confirmed
EC'd Yes

Printed: 04/16/2012 2:49 PM
Last Received: 04/13/2012 11:40 AM

2 of 6

Station KSNV-TV LAS VEGAS, NV.

Advertiser () NRSC

Product NRSC 2012

Estimate# JESSICA MURRAY

Buyer Phone#

Fax#

LT In Day Time Program

Len Rate Dates

Spots/Week # of Weeks

Total Spots

Total Cost

Daypart

11 M-TU 12P-1230P

Buyline Comment: NEWS

:30 \$425.00

10/17-10/19 3 1 1 2 \$850.00

12 W-F 12P-1230P

Buyline Comment: NEWS

:30 \$425.00

10/22-10/23 2 1 1 3 \$1,275.00

13 W-F 1230P-1P

Buyline Comment: AGENDA

:30 \$325.00

10/17-10/19 3 1 1 3 \$975.00

14 M-TU 1230P-1P

Buyline Comment: AGENDA

:30 \$325.00

10/22-10/23 2 1 1 2 \$650.00

15 M-TU 2P-3P

Buyline Comment: DRS

:30 \$325.00

10/22-10/23 2 1 1 2 \$650.00

16 W-F 2P-3P

Buyline Comment: DRS

:30 \$325.00

10/17-10/19 3 1 1 3 \$975.00

17 W-F 3P-4P

Buyline Comment: PHIL

:30 \$450.00

10/17-10/19 6 1 1 6 \$2,700.00

18 M-TU 3P-4P

Buyline Comment: PHIL

:30 \$450.00

10/22-10/23 4 1 4 4 \$1,800.00

19 M-TU 4P-430P

Buyline Comment: NEWS

:30 \$700.00

10/22-10/23 2 1 2 2 \$1,400.00

20 W-F 4P-430P

Buyline Comment: NEWS

:30 \$700.00

10/17-10/19 3 1 3 3 \$2,100.00

21 W-F 430P-5P

Buyline Comment: NEWS

Showing Buylines: All Lines

Agency () STRATEGIC MEDIA SVCS

3299 K STREET NW SUITE #200

WASHINGTON, DC 20007

Agency C/P1/P2/E

Flight Dates 10/17/2012 - 10/23/2012

Hiatus Weeks

Rep Firm Sales Office () PHILADELPHIA

Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540

Salesperson FAX# 215-568-1845

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Hiatns Weeks

Len Rate Dates Spots/Week # of Weeks Total Spots

Total Cost Daypart

LT In Day Time Program

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Rep Firm () PHILADELPHIA

Sales Office () AMY MCCREARY

Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540

Salesperson FAX# 215-568-1845

Line	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
34 W 10P-11P	:30	\$3,200.00	10/17-10/17	1	1	\$3,200.00	
35 SA 6A-7A	:30	\$350.00	10/20-10/20	1	1	\$350.00	
36 SA 7A-9A	:30	\$600.00	10/20-10/20	1	1	\$600.00	
37 SA 9A-930A	:30	\$500.00	10/20-10/20	1	1	\$500.00	
38 W-F 630P-7P	:30	\$900.00	10/17-10/19	2	1	\$1,800.00	
39 W-F 430A-459A	:30	\$200.00	10/17-10/19	1	1	\$200.00	
40 SA 7P-8P	:30	\$325.00	10/20-10/20	1	1	\$325.00	
41 SA 10P-11P	:30	\$1,000.00	10/20-10/20	1	1	\$1,000.00	
42 SA 11P-1135P	:30	\$1,000.00	10/20-10/20	1	1	\$1,000.00	
43 SA 1130P-1A	:30	\$1,400.00	10/20-10/20	1	1	\$1,400.00	

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Hiatus Weeks

Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845
Rep Firm Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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45	SU	7A-8A			:30	\$500.00	10/21-10/21	1	1	1	\$500.00	
46	SU	Buyline Comment: SUN TODAY			:30	\$1,300.00	10/21-10/21	1	1	1	\$1,300.00	
47	SU	8A-9A			:30	\$500.00	10/21-10/21	1	1	1	\$500.00	
48	SU	Buyline Comment: MTP			:30	\$500.00	10/21-10/21	1	1	1	\$500.00	
49	SU	9A-930A			:30	\$500.00	10/21-10/21	1	1	1	\$500.00	
50	SU	Buyline Comment: CM			:30	\$500.00	10/21-10/21	1	1	1	\$500.00	
		530P-830P			:30	\$6,500.00	10/21-10/21	1	1	1	\$6,500.00	
		Buyline Comment: SNF			:30	\$1,000.00	10/21-10/21	1	1	1	\$1,000.00	
		Buyline Comment: NEWS										

—SALES MONTHLY TOTALS—
—REPORT TOTALS—
Report Totals: 114 / \$86,250.00

Oct 12: 114 / \$86,250.00
Sales Totals: 114 / \$86,250.00
Station Totals: 114 / \$86,250.00
Lines not sent/rclcd/rtrn: 0 / \$0.00
—COMPETITIVE—
Market Totals \$278,226

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Salesperson FAX# 215-568-1845

Hiatus Weeks

	KTNV	KTUD	KVCM	KMY	KVVU
XXXX	17%	1%	1%	2%	17%
	0%				

—COMPETITIVE COMMENTS—
NEW ORDER
EST SHARES

Books NOV12
Demos RA35+

— CREDIT RISK —
CASH IN ADVANCE